

ORDER



Orders Order / Rev: 107859
 Alt Order #: _____
 Product Desc: October 2012 Campaign - Supplemental
 Estimate: _____
 Flight Dates: 10/19/12 - 10/29/12 Primary AE: Kevin Goodell
 Original Date / Rev: 10/16/12 / 10/16/12 Sales Office: VEGS
 Order Type: GENERAL Sales Region: Local

Agency Name: Policy Communications
 Buying Contact: _____ Billing Type: Cash
 Billing Contact: _____ Billing Calendar: Broadcast
415 S. 6th St. Billing Cycle: EOM/EOC
Las Vegas, NV 89101 Agency Commission: 15%

Advertiser Name: Committee to Re-Elect Judge Carolyn I
 Demographic: A25-54 New Business Thru: _____
 Product Codes: PLC12 Order Separation: 00:05:00
 Priority: SELECT PRIORITY CODE Advertiser External ID: _____
 Revenue Codes: POLITICAL/AGY, PCAN, GEN Agency External ID: _____

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	23	\$9,700.00	\$8,245.00	October 2012	23	\$9,700.00	\$8,245.00	0.00
10/29/12	10/29/12	1	\$300.00	\$255.00	November 2012	1	\$300.00	\$255.00	0.00
					Totals	24	\$10,000.00	\$8,500.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kevin Goodell	VEGS	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/23/12	10/26/12	Today Show	CM	658a-9am	-----	:30	0	\$600.002	0.00	NM		3	\$1,800.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-TF--		3	\$600.00			0.00					
2	KSNV	10/22/12	10/24/12	M-F 6-7a WakeUp w/Wagner	6-7a		-----	:30	0	\$450.002	0.00	NM		2	\$900.00
				M-F 6-7a WakeUp w/Wagners											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-W----		2	\$450.00			0.00					
3	KSNV	10/24/12	10/26/12	Noon News	CM	12-1230pm	-----	:30	0	\$275.002	0.00	NM		3	\$825.00
				Noon News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3	\$275.00			0.00					
4	KSNV	10/20/12	10/27/12	Saturday Today	CM	7a-9am	-----	:30	0	\$325.002	0.00	NM		2	\$650.00
				Saturday Today											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----S-		1	\$325.00			0.00					
		Week: 10/22/12	10/28/12	----S-		1	\$325.00			0.00					
5	KSNV	10/21/12	10/28/12	News 3 Today - SUNDAYCM		9am-930a	-----	:30	0	\$250.002	0.00	NM		2	\$500.00
				News 3 Today - SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1	\$250.00			0.00					
		Week: 10/22/12	10/28/12	-----S		1	\$250.00			0.00					
6	KSNV	10/24/12	10/26/12		CM	4-5pm	-----	:30	0	\$450.002	0.00	NM		2	\$900.00

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Advertiser: Committee to Re-Elect Judge Carolyn Ells
 Product Desc: October 2012 Campaign - Supplemental
KSNV
 Estimate: _____

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W-F-- 2 \$450.00 0.00															
7	KSNV	10/24/12	10/26/12	M-F News 3 at Eleven	CM	11pm-1135pm	-----	:30	0	\$775.002	0.00	NM		2	\$1,550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W-F-- 2 \$775.00 0.00															
8	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----	:30	0	\$750.002	0.00	NM		1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$750.00 0.00															
9	KSNV	10/27/12	10/27/12	Weekend Jeopardy/Whe	CM	630-730pm	-----	:30	0	\$375.002	0.00	NM		1	\$375.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$375.00 0.00															
N 10	KSNV	10/23/12	10/25/12	The Tonight Show	CM	1135p-1236a	-----	:30	0	\$275.002	0.00	NM		2	\$550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T-T--- 2 \$275.00 0.00															
Spot	Ch	Date Range	Description	Start/End Time			Weekdays	Length		Rate	Rtg	Type			
1	KSNV	10/22/12-10/28/12	The Tonight Show	1135p-1236a			-T-Th-----	:30		(\$275.00)	0.00	NM			
See MG 10.3 [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/19/12-10/19/12	The Tonight Show	1135p-1236a			-----F-----	:30		\$275.00	0.00	NM			
MG for 10.1 10/23															
11	KSNV	10/23/12	10/29/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	-----	:30	0	\$300.002	0.00	NM		4	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TW-F-- 3 \$300.00 0.00															
Week: 10/29/12 11/04/12 M----- 1 \$300.00 0.00															
Totals													24	\$10,000.00	